

SIDE TALKS

ABOUT THE
GEO. S. PARKER FOUNTAIN PEN
AND OTHER SUBJECTS

FEBRUARY 1909

I believe that there is only one way to do a thing and that is *to do it*.

You are engaged in business. You have for customers men and women. You must live your life so you enjoy the respect and confidence of these friends. Therefore, the number and value of your sales will be represented by the influence and energy you possess.

No one in this respect can do for you what you must do for yourself.

Your business represents the thought force generated by your brain. If you want more business, greater success, increase your thinking power the same rate as the engineer does when he is carrying a heavier load by generating more steam.

I believe, too, in co-operation, for without your splendid assistance in supplying the demand my advertising created, much of its force would have been wasted. history of the business I want to personally, heartily and cordially thank you.

For your part in helping sell the largest number of Parker Pens ever sold in the

You cannot do business the way you want to unless you have the number and the assortment of pens, any more than the general would expect to win a battle when his soldiers were only half equipped with proper arms

Personally I never felt so confident of results or of having more pleasure in the work than I do right now.



Geo S Parker

of the Parker Pen, get them to understand how much comfort, pleasure and satisfaction is to be derived from the use of a Parker Pen as compared with the lead pencil or steel pen. When a man has the FREE TRIAL PROPOSITION put in the window, he attracts the



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel. Also made in ladies' size. Taper Cap.



No. 45. Price \$6.50.

New this season and has already proven to be a great favorite. Corrugated Pearl slab in either plain white or colors. Pearl crown also. Decorated with three gold bands which also holds pearl in place.



No. 20. Self Filler. Price \$2.50.

No. 23, \$3.00; No. 24, \$4.00; No. 25, \$5.00. For lack of space we are unable to show cuts of all. The Self Filler is guaranteed to work well. It is simple to fill, but the work of a moment.



No. 9. Gold Mounted. Price \$4.00.

This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a medium priced birthday or holiday gift it is simply ideal.



No. 10. Twist. Price \$3.50.

This pen is preferred by many who like the corrugated handle of large size, which gives the fingers something to grasp and prevents them from slipping when moist or sweaty. By the way, this is a great favorite with many business men.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably smaller.



No. 37. Sterling Silver. Price \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly a unique covering for a fountain pen. No. 35—Gold, same pattern as above. Space reserved for engraving owner's name. Price \$10.00.



No. 14. Price \$5.00. Sterling Silver Fillgree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate; will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$8.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Black space is left for name plate.

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at great deal

larly of buying a Fountain Pen, but when a man finds that he can use one FREE, it gives you an opportunity of stimulating their interest in such a way, which if it is carefully followed up will, as shown above, in 98 cases out of a hundred, result in a sale.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. Fountain is fitted with gold pen of any elasticity and in fine, medium or stub point. Cut slightly out of proportion, as barrel is a little longer than shown.



No. 23 1/2. Chased. Price \$3.00.

It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 24 1/2. Chased. Price \$4.00.

Same description given No. 20 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24; two sizes larger than No. 20.



No. 24—Falcon. Price \$4.00. Screw Joint.

Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung would indicate that there are many waiting for and wanting just such a pen. We have them in very fine points, medium, coarse, or even stub.



No. 25. Price \$5.00. Screw Joint.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 28. Price \$7.00.

It is put out in response to a demand for "one of the largest pens you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 23. Hexagon. Price \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of them.

During our 1908 advertising campaign, just closed we featured very strongly the **FREE TRIAL PROPOSITION**. This has in every instance where the dealer entered into the spirit of it, produced remarkable results. It is worth your while to study into this plan. You will readily understand how the word 'Free' attracts the

ORDER TAKERS *and* TRADE GETTERS

Are not in the same class. The order taker simply takes what is handed out and lets it go at that. Succeed! About one chance in 10,000 and only then because his father paid for a life insurance policy before he fell into a mill pond and was drowned, and his heirs collected the insurance.

THE TRADE GETTER

☞ He's a different sort of a fellow entirely. If all the business he can possibly take care of does not come to him he goes where **it is, and gets it.**

☞ The man who wanted a duck dinner **might** possibly get a shot by standing out in the back yard waiting for a duck to fly his way. But it would be a poor gamble on his chances or his success.

☞ But the man who shouldered a good gun, with a pair of hip boots, plenty of enthusiasm and a willingness to suffer some inconvenience is pretty sure to be the one who will furnish the dinner.

☞ As applies to the fountain pen business, the man who gets up and hustles, who talks Parker Pens, who gets them out on trial is the man who succeeds.

☞ He goes on the theory that business is to be had, **but it must be gone after** otherwise its of no value to him if it goes to the other fellow. The failures have their ranks constantly renewed from the order takers.

Enthusiasm, good judgment, a determination to work so hard and cheerfully the blues and grouch will be crowded out by your success. Try it and call on me to pay the bill if you're not more than pleased with the investment. **GEO. S. PARKER.**

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general public. The plan simply is this: If a man wants to take a Fountain Pen on ten days' free trial, and if he is not known to you to be reliable, etc., you simply ask him to make a deposit with you equal to the price of the Pen. The deposit is not under any circumstances, to be considered as the purchase price until you are

Do you remember what I told you last year?

Do you remember those big promises I made regarding the business policy to be pursued?

Do you remember that I said 1908 would be the biggest year in the history of my business—that I would stimulate the sales of Parker Pens all over the country—that I would increase the number of users of Parker Pens by thousands, yes, tens of thousands—by launching the most remarkable advertising campaign ever known in the history of the marketing of Fountain Pens and equal to any advertising campaign ever conducted in advertising anything.

1908 WAS THE BIGGEST YEAR IN THE HISTORY OF MY BUSINESS— DUE TO BIG ADVERTISING. WE CAN MAKE 1909 THE BIGGEST YEAR YET

I don't know what you thought about it then—at that very time the entire country was in the throes of a financial panic which was shaking the foundations of the strongest institutions in the land.

But now I have gone far enough for you to see exactly what I am doing to make it easier for you to sell Parker Pens—and to sell more.

You will remember well that first big gun that was fired in the Saturday Evening Post. That double page ad alone cost \$4200, and you continued to hear the reports of hot shots that occupied space in the best magazines and publicity mediums that are published. Those shots hit bull's eyes. The results more than justify the big expenditures. They were far beyond my expectations. The year 1908 closed on the greatest business ever done in the whole history of the Parker Fountain Pen. And the only way I made the great increase was through the dealer. This to me is by far the most gratifying result, because it means that these thousands of dealers shared my success and profits, and naturally I can expect greater loyalty, and greater effort on the part of these dealers than ever before—and I can expect this only because of the fact that it will be mutually beneficial.

But still more important than immediate profits is the prestige, the predominating prominence it has given the Parker. This will be active for all time—I'll keep it active—and today more than ever before there is a greater market for the Parker—a greater inclination on the part of pen users to discriminate in favor of the Parker—and your individual selling efforts will get a quicker response in the shape of profits than ever before.

Personally I am proud of the record of 1908, and you, I hope, feel you can take a certain pride in being a Parker dealer.

And now to talk over the present—and the future.

There is no reason in the world why 1909 should not record even greater success than the year just passed.

We have learned much since that first big gun was fired.

And we will profit by our experience and are better prepared to do big things than we were at this time a year ago.

But individually our efforts would not be of any avail—we must work together—we must co-operate from the very beginning.

And if we do, we shall make 1909 a year that we

all may well be proud of.

I'll do my part. I am going to lend you even greater assistance in sales-pushing this year than ever before.

That will "put it up to you." Will you this year make a little greater effort on *your* part than ever before? Then we'll both do so much better business then ever before.

My efforts will put dollars and cents in your pocket if you will co-operate with me in a whole souled, interested way.

I am going to put trade within your grasp but *you* are the one who must close it and therein comes your co-operation. And, you must realize at the very beginning that the proportion of your success, the amount of your year's profit, depends ~~entirely upon~~ the degree of your co-operation.

I will do my part—and if you do yours ~~it will~~ only mean that the yearly balance sheet will disclose surprises that will make you respect Parker Pens as one of the biggest money-makers in your store.

Whether you make your pen business a big profit-making factor in your business or not will be in your hands almost entirely—if you enter heartily into the co-operation you will derive big total profits—and if you take but a half hearted interest what can you expect but half realization of the possibilities.

Co-operation—that's what's going to build profits bigger in 1909, than ever before—and this year, as a result of our advertising our co-operation will bring greater rewards than ever before. Let's put our heads, our hearts, and our hands together and co-operate.

notified by the party having the Pen or until the ten days have elapsed. Let the party take the Pen, use it for a period of ten days, and you will find in 98 cases out of a hundred, this is about the last you will hear of it for, in fact, the deposit reverts into the purchase price as soon as the Pen is put out and the pen is sold to him.

In January, 1908, the writer was requested to go to Chicago and confer with one of the department managers of Marshall Field and Company in regard to placing an order for Parker Pens, and as a result, the firm of Marshall Field and Company put in stock about two gross of our Fountain Pens. They have gradually increased their stock until at present time they carry in stock

about one thousand Parker Pens on display. The Parker Pens have practically displaced all other makes of Pens which had formerly been sold there. We say this not because the Parker Pen is simply a good pen, but to show you that they have found it profitable to take the Parker Pen up along the lines they have. When the writer informed the department manager in regard to the pens, he found that the department manager had already discovered some of the features of the Parker Pen which are not found in other makes of Fountain Pens, such as the Lucky Curve, Anti-Break Cap, and the Spearhead Ink Controller. After this manager had placed an order, he requested the writer to go over the facts with him carefully, showing the manager all of the little points in regard to the Pen that a successful salesman should have at his command. After he had done this, he requested the clerks and his assistant managers to come in and to have the writer go over the matter again with them, and as a result, if you should step into the store of Marshall Field and Company to purchase a Fountain Pen you would have as good an argument and careful explanation put up to you by the sales-people who would wait on you, as you would if the writer or any one of his representatives were to come and solicit your business. They have made a study of the Parker Pen. They know wherein it differs and why better than other makes. If this is a sample of the systems and methods pursued by Marshall Field and Company, which are preeminently successful, is it not worthy of your attention?

George Elliot says: "No great deed is done by falterers who ask for certainty." No one can give a better guarantee as to what you can do than yourself. Certain it is: work in the right direction will accomplish wonders. While you are in the selling campaign, you are also living your life. Why not let into that life a little of the sunshine, good cheer and a kind word for those with whom you come in contact from day to day. The man who lives with a habitual grouch, not only creates an atmosphere about him that is unpleasant, but makes life miserable for himself, and not particularly pleasant for his associates. The man who creates sunshine, good cheer and kindness opens up to the world the direct path to success which awaits an outlet through such a person.

We also sell typewriter carbon paper which comes two hundred sheets in a box and which retails at from four to five dollars per hundred sheets. Our wholesale price on this, however, is two dollars per hundred. From one carbon sheet a great many carbon copies can be made, so that it is exceedingly economical.

For the Traveler's Ink, we are going to put it in a very neat little wire holder that will hold a dozen bottles of Ink which will set on the show-case and make an excellent display of this splendid seller. By the way, this Traveler's Ink which comes in handsome, colored screw-top wooden boxes, wholesales at \$1.50 per dozen, and you are to get twenty-five cents per bottle for it. Our other Ink is put up in four ounce bottles packed in handsome colored boxes with lithograph cartoons and sells for \$1.25 per dozen, and also retails at the same price. We hope you will get in the Ink proposition, especially if you are a druggist or stationer. If you are a jeweler, you probably cannot handle anything to advantage except the two styles of Fountain Pen Ink.

By the way the writer wonders if you are so busy making money that you have overlooked some of the little time-saving office devices. Our business, being quite a large one, has necessitated study and the introduction of office helps and devices, some of which you may find profitable to you. For instance, we keep a complete record of all our correspondence, by making carbon copies of every letter written. If the letter to which a reply is being made is not written on both sides, a carbon copy of our letter is made on the back of the letter which we received, and in this way it goes into our files, and the correspondence does not occupy nearly as much space as when the copy is made on a separate sheet and attached to the original letter. With this system, we have entirely displaced the old style copy books.

Another angle of this copying is in our order sheets. Every order, no matter what it is for, is made out in duplicate. The original is sent on to the house for whom the order is intended and the copy is kept in a binder, so we have a complete record of all orders numbered consecutively and ready for reference at a moment's notice. All of these things can be accomplished with very little labor and with the use of a Manifold Pen. By the way, this calls to mind that possibly you have not been keeping copies of your correspondence, or copies of your orders, etc. If you have not, you should do so without delay for you would find it would be a great convenience. You could do this with a very little expense by the use of a Manifold Pen and a few cents worth of carbon paper, and you would have what is considered one of the most modern and up-to-date systems of keeping a record of business transactions.

The Pen that is best adapted for this purpose is made with stiff nibs, practically without set, and the point is ground very round and smooth so that the feeling on the paper is something like that of an ink pencil, or stylo. A great many of these are sold for making out money orders; in fact, wherever a carbon copy is desirable.

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We have free trial blanks, posters to make the announcement, etc., which we would be very glad to send to any dealer who wants to make use of them. The word **FREE** has a magical effect to get people to stop and look. Size up your customer, for it's then up to you to make good.



No. 42 1/2. Price \$4.50.
This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 33. Gold. Price \$5.50.
This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 31. Price \$7.50.
No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave your name. The richness and refined elegance represented in this pen is apparent.



No. 31. New Spiral Design. Price \$7.50.
This cut shows another form of the regular No. 31 and we can furnish this pen in several patterns; filigree work, solid silver.



No. 43. Gold. Price \$10.00.
Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings sterling silver.



No. 35. Gold. Gentlemen's Size. Price \$10.00.
Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 41. Price \$8.50.
This is a gentleman's pen. Large barrel and covered with Gold filigree work of beautiful design. For father or brother, an ideal present.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.
For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a push or morocco box without additional charge.



Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Prices \$12.00 each for K. of P., of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple and others.

Parker Pen Company, Janesville, Wis. Dallas, Texas.
 Gentlemen: In July, 1905, I purchased at a drug store in Marlin, Texas, (Renfro Martin Drug Co.) one of your \$5.00 fountain pens. After 1150 days' constant use and occasional abuse, the pen is as good and as good looking as it was when I bought it, and it has grown to be a friend.
 I wish to present a "Parker" to a friend or two at the occasion of the coming holidays and would ask you to mail one of your catalogues. Yours truly, M. LIPPMANN.

PARKER INKS

We want every dealer who sells Ink to sell the Parker Ink. It is not only chemically pure Ink, but it is sold to the dealer so it will afford a better margin of profit than other well known brands of Ink. The wholesale price of Parker Ink is not only low, but in addition to this if you order the \$28.18 assortment of Parker Inks we will allow an additional 10% from this price for freight. If you will order the \$47.93 assortment we will allow 15% from the wholesale price for delivery. Is this not liberal? Are we not justified in asking for your Ink business?

Parker No. 1 Fountain Pen Ink, 4-oz. bottle packed in handsome, bright red cartoon, beautifully colored lithographed label. One of the best selling packages on the market. Bottle is fitted with fountain pen filler. Price 25c per bottle; wholesale price \$15.00 per gross.

No. 2. Cut shows full size wood case, dark maroon, polished screw top, handsomely lithographed label, bottle fitted with fountain filler, can be thrown in bag, upside down or any other way without fear of spilling. A wonderful seller. Retail 25c; wholesale price \$18.00 per gross.

Writing fluid. Always in demand. Guaranteed to give entire satisfaction. A chemical and permanent lasting Ink. With each pint and quart bottle goes a patent pour out without extra charge.

Quarts, \$4.00 per dozen wholesale.
 Pints, \$2.25 per dozen wholesale.
 4-oz. bottles, 60c per dozen wholesale.
 2-oz. bottles, 35c per dozen wholesale.



NO. 1 FOUNTAIN PEN INK

Parker School Ink, 2-oz. bottle, \$2.75 per gross.
 Parker's Combined Writing and Copying Fluid. This is our regular writing fluid with just enough body to make excellent letter press copies.
 Quarts, \$5.00 per dozen wholesale.
 Pints, \$2.75 per dozen wholesale.
 Four oz. 75c per dozen wholesale.

Red Ink. For ruling. A beautiful crimson color. 1-oz. bottle, 35c per dozen wholesale.



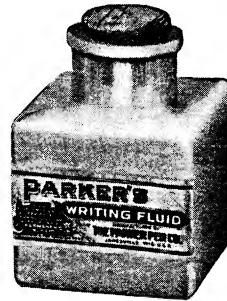
QUART COMBINED WRITING AND COPYING FLUID



MUCILAGE



SCHOOL INK

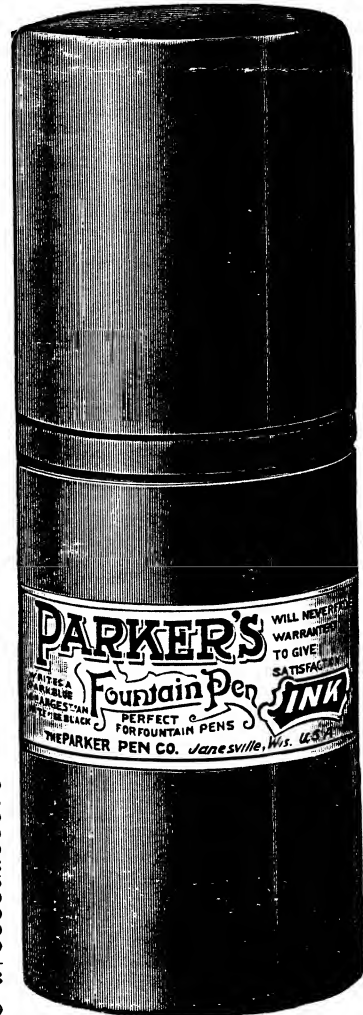


WRITING FLUID

Parker Pure Mucilage. Square or cone shaped bottles. Free with each bottle, Metal Cover and Brush. 35c per dozen wholesale. 3-oz., 60c per dozen wholesale.

White Paste. No office complete without this. A great convenience in the home. Pearl white, fragrant odor. A great sticker. 1 1/2-oz. jar, Metal Cover and Brush, 60c per dozen wholesale; 4-oz., Porcelain Jar, Nickel Cover and Brush, \$1.50 per dozen wholesale.

Banker's Ink. So called, it is a safety Ink. Acids will not affect it unless it destroys the paper. A most valuable Ink for use on important papers or correspondence, writes a beautiful black. Price, \$6.00 per dozen wholesale.



NO. 2 FOUNTAIN PEN INK



QUART WRITING FLUID

INK ASST. NO. 1 — \$25.00.

1 gr. School Ink.....	\$2 75
1/4 gr. Mucilage.....	\$4 20
1-12 gr. Red Ink.....	4 20
1-12 doz. Bankers'.....	6 00
1/2 doz. Quarts.....	4 00
1/2 doz. Pints.....	2 25
1-6 doz. Copying.....	4 50
1 gr. 4-oz. Fountain Ink..	7 20
1 gr. 2-oz. Fountain Ink..	4 20
3 doz. Travelers' Ink.....	1 50
3 doz. Ink, No. 1.....	3 75

\$28 18

Less 10 per cent allowance for transportation 2 81

Net cash \$25 37

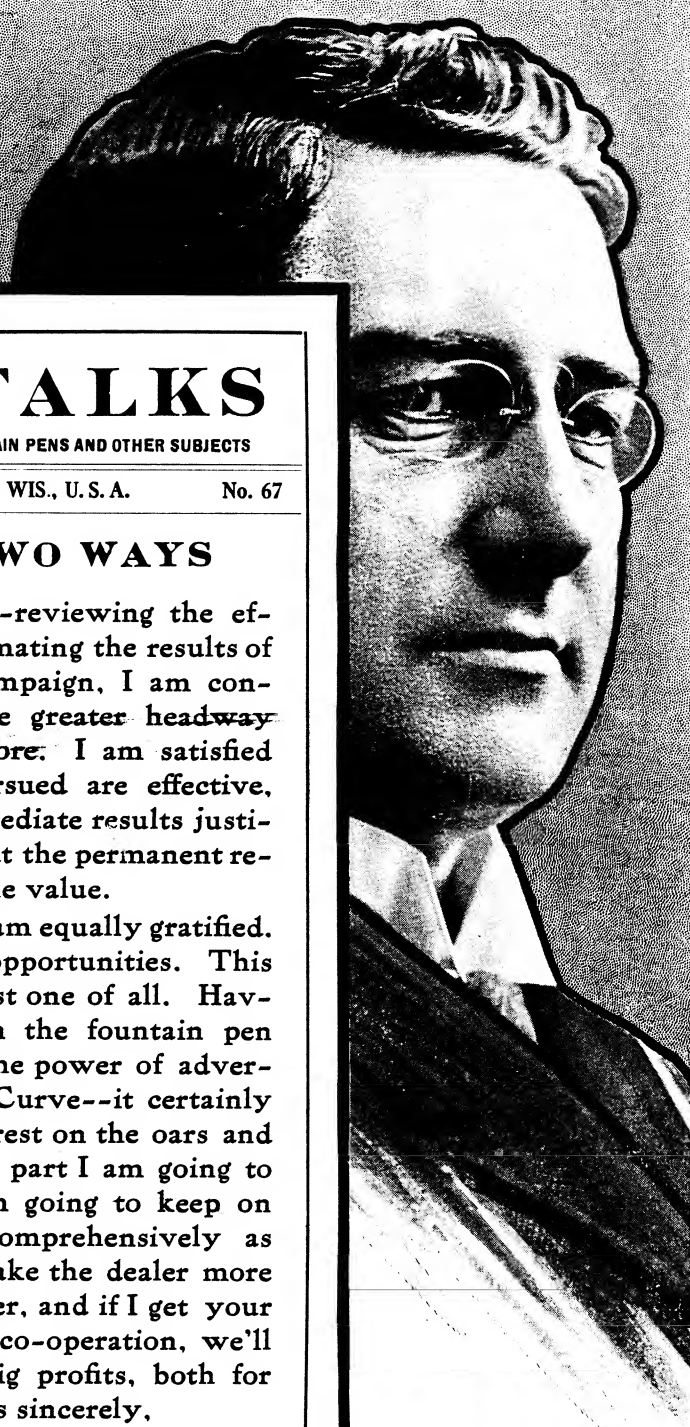
INK ASST. NO. 2 — \$40.00.

2 grs. School Ink.....	\$2 75	\$5 50
1/4 gr. Mucilage.....	4 20	1 05
1-6 gr. Red Ink.....	4 20	70
1-6 doz. Bankers'.....	6 00	1 00
1 doz. Quarts.....		4 00
1/2 doz. Pints.....		1 13
1-6 doz. Copying.....		75
2 gr. 4-oz. Fountain Ink..	7 20	14 40
2 gr. 2-oz. Fountain Ink..	4 20	8 40
4 doz. Travelers'.....	1 50	6 00
4 doz. Ink, No. 1.....	1 25	5 00

\$47 93

Less 15 per cent allowance for transportation 7 20

Net cash \$40 73



SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PENS AND OTHER SUBJECTS

JUNE 1909

JANESVILLE, WIS., U. S. A.

No. 67

LOOKING TWO WAYS

Looking backward--reviewing the efforts of last year, estimating the results of the big advertising campaign, I am convinced that we made greater headway than in any year before. I am satisfied that the policies I pursued are effective, that the tangible, immediate results justified the effort, and that the permanent results are of incalculable value.

Looking forward, I am equally gratified. The future is full of opportunities. This year will be the biggest one of all. Having taken the lead in the fountain pen business--thanks to the power of advertising and the Lucky Curve--it certainly isn't my intention to rest on the oars and relinquish it. On my part I am going to keep up the pace. I'm going to keep on advertising just as comprehensively as ever. I'm going to make the dealer more opportunities than ever, and if I get your support, your active co-operation, we'll make this a year of big profits, both for you and me. Yours sincerely,

G. S. Parker

BASE BALL SPECIAL

PLAY BALL!



Take a hitch in your trousers and another pull at your belt—you're up to bat!

Dust off the plate, spit on your hands, and keep your eye on the pitcher. *Now!*

Ah, but those were the dandy days, weren't they—when *you* were a boy, and *you*

were up to bat, and *your* glad heart was busting with the vicious purpose of knocking the cover off the ball and making a home run.

Gee, but wasn't you right *on to your job*—when *you* were up to bat.

And, that's how you made your home run—did it by being on to your job—keeping your eye on the pitcher, and then, when he pitched you one over the plate, whacking it, not an instant too soon, or too late, and with your body-weight behind the bat.

We're still playing the game, if we only would realize it—still up to bat in the bigger, harder game of business.

And it pays, let me tell you, to be on to your jobs just as much now as when boys, we kept our eyes on the rival pitcher.

If we are going to whack out two and three baggers, and home runs in business, we must put the same concentration and spirit into the play. We must spit on our hands and put our whole body-weight behind the bat.

And, when opportunity comes flying over the plate, we must meet it at the right instant. Don't be satisfied just to "bunt" the ball, but whack it out for all there is in it.

Play all the time—hard. One such man on the team inspires the whole nine. Be that man. Know the science of the game—the selling points of what you sell—the selling methods peculiarly effective in moving each article, and see that the rest of your team know them. Mold yourself and your clerks into smooth, spirited selling machines, all doing team work, all keeping their eyes on the pitcher and putting body weight behind the bat.

And when it comes to fountain pens, remember that I am on the team, putting my body-weight behind the bat. Team work with me is just as essential as with your clerks.

And, if we are going to build up a good batting average this year we'd best get busy now. We are up to bat now. Let's put our body-weight behind the bat now—let do team work, *Now!*



DAINTY GIFT BOXES

We have a new box which is designed especially for pens which are intended for gift purposes.

The box is a delicate pink with copper plate engraved lettering on the top and adds much to the salability of the pen when designed for gift purposes, especially for ladies. Each box is also enclosed in an outside box to keep the interior box always neat and clean.

In ordering pens, please say how many of these boxes you wish in place of the regular boxes. Although these boxes cost more than double the regular boxes, no extra charge will be made for them, for we put them in just as a little extra good measure.

GOOD SCIENCE

When it gets right down to day in and day out baseball, it's headwork that counts, isn't it?

Not headwork at the neglect of muscle work, but the two together—that's what makes double plays.

Headwork in baseball, headwork in business—anywhere, in anything, it's headwork that gets *results*.

What do you most appreciate in a clerk? Not mere mechanical prefatory performance of duties, but enthusiastic interest—that sees things, suggests things. The best headwork is thoughtfulness for your customers, seeing their needs and suggesting things to meet them.

Now the sight of a fountain pen helps suggest the need of a fountain pen to the man who hasn't one, or suggests a new one to the man who hasn't a satisfactory one.

Doubtless you have had a similar experience yourself. Haven't you often bought something of which, when you came into the store, you hadn't the slightest thought?

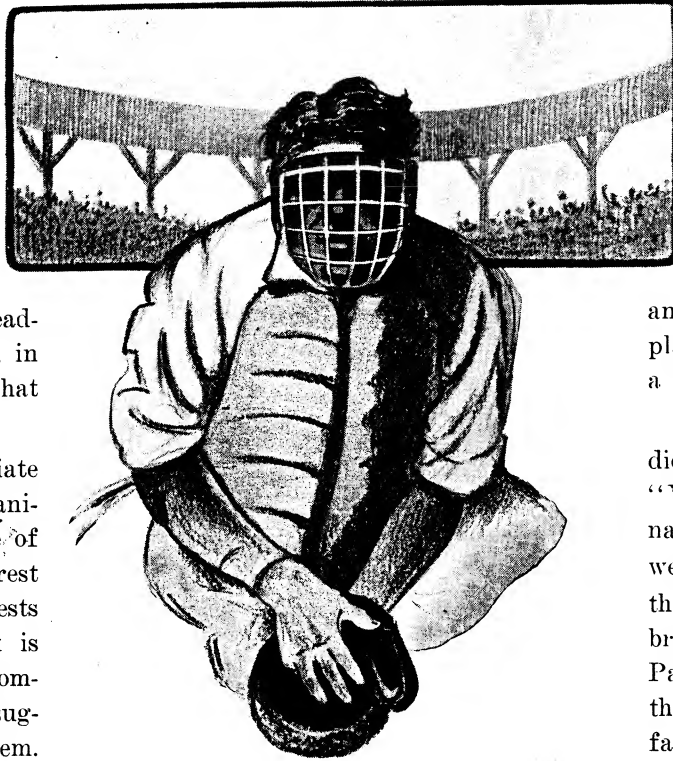
Suggestion through seeing was what did it.

So the first piece of headwork in pen selling is to have your assortment prominently in sight. If you haven't a case you should get one, and if you have you should have it well located, where you can get the attention of everyone who enters your store.

Sooner or later you will have an opportunity to introduce the subject to everyone practically who trades with you—to transform suggestion into action and make sales.

Suggestion always lies close to power.

One Parker dealer boosted his pen phenomenally in a simple, inexpensive way.



He employed a bright, likable boy after school and Saturdays. Then he made a route of Parker pen purchasers, which the boy went over once a week, cleaning and filling the pens. You can see what an inexpensive and splendid plan this is, if you will think a moment.

In the first place it is a splendid advertisement for you. "Who's the boy," that's a natural question asked, when, week after week, he appears in the office. And the answer brings you, and your store, and Parker pens to the attention of the entire office in the most favorable way possible.

Headwork brought this merchant big profits. Why will it not do the same for you? Why not adopt the same plan?

If you have a boy yourself, put him on the job. You couldn't interest him in your business in a better way, or give him a more valuable business training.

This is just one instance of good science—headwork—in playing the business game for all it is worth. Your own ingenuity will suggest others.

But be active—not only plan, but act. Get the plans into execution—get to playing ball! Enterprise pays a generous reward.



We have a few big signs 3 x 5 feet. They are painted in many and brilliant colors on metal. Each sign is enclosed in a neat wood frame.

The colors are so permanent and well done that they can be used as an outside sign, as well as inside, when so desired.

GET ON TO THE

WHAT'S the first essential. Keep your eye on the pitcher and get on to the curve. You can't make a hit unless you do.

And it's as literally true in selling Parker Pens as it is in facing the baseball pitcher.

Unless you are really on to the Lucky Curve—what it does, and how it does it—you only have been bunting the ball, when, with just a little attention to the Parker's big feature, you could have been hitting out home runs.

"Will this pen leak? Will the end of it be inky and soil my fingers when I remove the cap to write?"

Suppose a customer asks you these questions? Probably they have asked you many times.

A mere "No" wouldn't be satisfactory, would it? You, yourself, if you were buying the pen, wouldn't be satisfied with a mere "No."

When you were picking a man for the team, you wanted more than a mere assertion that he could play. You wanted to get his *ideas* about playing—wanted to see something by which you could gauge his speed at the game.

So your customer wants more than a mere assertion. Show him the Lucky Curve. It is a simple thing to unscrew the nozzle and show him, yet very effective and convincing.

"No," the Parker won't leak, tell your customer, because of this—the Lucky Curve, at the same time pointing to it. And when you answer "No," you can be *positive* about it.

Emerson truly says: "All the world loves a lover," and just as surely all the world loves the *positive* man—the man who, when he says a thing, says it with earnestness, as though he *knew* it, believed it, *lived* it.

Now, how does the Lucky Curve prevent leaking? Your customer will want to know *how*, and you've got to "be on to the curve" to tell him.

The reason why common fountain pens leak is because, when the pen was last used, some of the ink remained in the feed channel, held there by capillary attraction. Now in the pocket the pen was warmed by the heat of the body and that expanded the air in the ink reservoir. This expanding air



forced the ink in the feed channel out of the point into the cap.

"Doesn't the same thing happen with Parker pens?" asks your customer.

Be earnest now when you tell him it doesn't. Then tell him *why* it doesn't.

"Of course," you should answer, "the heat of the body expands the air in the ink reservoir of the Parker as in common fountain pens," but the big point of difference between Parker pens and common pens is the fact that this expanding air has a free passage out. There is no ink sticking in the feed channel. That's the secret—no ink in the feed channel to be forced out. As soon as you stop using a Parker, the ink

Success is the Keynote.
Success has for its mainspring your mind, your disposition, your I WILL.

Take away the incentive from a man and he goes to pieces.

The power of failure and discouragement fail to conquer the man who thinks good thoughts, who believes in his fellow men, and who has that "something" about him that inspires all with whom he comes in contact.

Such a man does one good.
Where this man differs lies in the fact that he has developed the very powers of mind which EVERY man possesses, but few fully develop.

Did you ever go into a grocery store whose proprietor was careless in regard to arrangement and appearance of stock? Where the basket of apples were exposed a lot of partially decayed ones could be seen.

The butter left out of the refrigerator was being used as a pleasure ground by all the friendly flies of the estab-

lishment, the supposedly fresh vegetables look old, wilted and jaded. Yes, you have seen all these things and so have I. The proprietor was a good sort of a fellow in a way, but he lacked possibly, business ability. He certainly lacked a knowledge of human nature and tact, for instead of attracting the very thing he was after—business—he repelled it.

I am not so sure but what there are some fountain pen dealers that do some things in a trade way that are just as bad business moves as the "tactless grocer".

Yet I have seen many a dealer have a case of fountain pens which paid him perhaps as good a percentage of profit as anything he carried, exhibit his stock in the most indifferent manner, that is, so far as its general effect upon the public was concerned.

Case for instance only half or possibly quarter full, some of the pens in the case minus caps, others upside down, one or two lying cross-ways, a pen in an old soiled box over in the corner that Charley Jones brought in to

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THE LUCKY CURVE



of the Lucky Curve, and the Spearhead Ink Controller, and the anti-break Cap, than I would to sell two pens without making the customer appreciate these features.

"I've got something different and better than the other fellow," is what the man who bought only one pen would think. And he would talk about it. He would create *desire* among his friends to have a pen with the same excellent features, and, as you know there is only *one* pen with these features—the Parker.

You're the Parker dealer; you are going to benefit by his talk; you are going to make sales because of it. Talk the Lucky Curve—talk the Spearhead Ink Controller—talk the anti-break cap.

To talk these points, you must understand them.

You can't avail yourself of these advantages unless you do understand them.

A full knowledge on your part may make all the difference between a sale, and no sale.

As illustrating this big truth, I always think about that western desperado, sentenced to be hanged, who broke jail at Cheyenne, Wyo.

With the day of execution immediately at hand, he overpowered the death watch and securing the guard's automatic pistol, made his way into the streets. Soon he found himself at bay in a blind alley, cut off from further escape by a crowd of people. And, when the marshalls closed in, and he had his last fighting chance, he couldn't operate the automatic.

Didn't understand it.

No time when the customer is in front of your pen case to read up on selling points.

Anticipate. Prepare yourself beforehand. Make up your mind you're going to play good ball this season. Get into training now by brushing up on your selling talk. You're the man then who is going to "bring down the grandstand," who is going to make a high batting average—all to the prestige and profit of your business.

Get on to the curve—the Lucky Curve—and *talk* it.

feed channel, instead of remaining there to be forced into the cap, is drained back into the reservoir by the Lucky Curve—the distinctive feature of the Parker. The expanding air has a free passage, and, the Parker pen consequently is always clean and ready to write with when you remove the cap.

No smearing of the fingers, no soiling of your laundry and clothes.

Don't you see that, by making a customer appreciate the special merit of the Parker, you make it more valuable to him—make him glad to talk about it. That is only human nature.

Personally, I would rather sell one Parker on the merits

get repaired, and so it was stuck in the case unthinkingly, to add its influence to cause of slow trade.

A full case, neat, well assorted, dainty and attractively arranged, is a wonderful cure for that tired feeling in pen selling. Then, to, an ample supply of GINGER backed up with some well directed selling effort from behind the counter, is a great factor in successful pen selling.

Has the man who is conducting a store any good reason to demand success if he fails to use successful methods?

IT IS REALLY a wonderful thing what confidence will do for a person.

THE MEAN STINGY MAN who is always looking to do some one, usually gets done.

THE MAN WHO BELIEVES in himself usually believes in others. No man can live a full life by himself. He must give and take. He must depend upon others to an extent and he must give in return, his surplus strength.

AS A MERCHANT, he is a good liberal buyer, willing to take a chance if he sees a good opportunity for the returns of his money with profit.

HE GOES AHEAD and does things while others sit back and hesitate until some one else has grabbed the opportunity at which he had a chance.

YES, and the sequel of it is, this merchant sells the goods.

THERE CERTAINLY MUST be some psychological law underlying the principal, for it works out with almost mathematical precision.

HAVE CONFIDENCE.

BELIEVE IN YOURSELF.

BELIEVE IN OTHERS.

THINK SUCCESS THOUGHTS and thereby keep yourself in an atmosphere which prevents failure.

TRY IT.

THEN SELL MORE Fountain Pens than you have ever sold before.

WORD

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No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel. Also made in ladies' size. Taper Cap.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably smaller.



No. 9. Gold Mounted. Price \$4.00.

This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a medium priced birthday or holiday gift it is simply ideal.



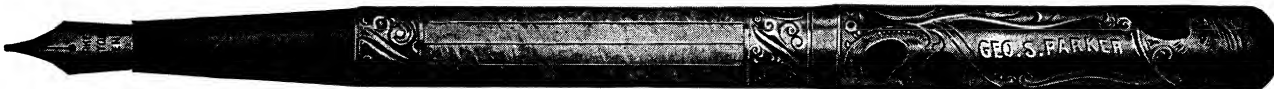
No. 10. Twist. Price \$3.50.

This pen is preferred by many who like the corrugated handle of large size, which gives the fingers something to grasp and prevents them from slipping when moist or sweaty. By the way, this is a great favorite with many business men.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate; will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel.



No. 20. Self Filler. Price \$2.50.

No. 23, \$3.00; No. 24, \$4.00; No. 25, \$5.00 For lack of space we are unable to show cuts of all. The Self Filler is guaranteed to work well. It is simple to fill, but the work of a moment.

TALKING ABOUT SIGNS—We have nearly ready for sending out, a real work of art. A circle in the center of the poster is divided into four equal parts. In each part is a scene taken from life, representing the various conditions of life in under which Parker Pens are used. The girl at the seashore; The traveler with his auto; The business man in office; the young man on his vacation in the woods, who is setting astride a log using his Parker, with his canoe tent to be seen in the distance. Shall we send you a copy soon as ready.



No. 31. New Spiral Design. Price \$7.50.

This cut shows another form of the regular No. 31 and we can furnish this pen in several patterns; filigree work, solid silver.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.

For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.



No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with Gold filigree work of beautiful design. For father or brother, an ideal present.



No. 42 1/2. Price \$4.50.

This pen presents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band is center for name.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings sterling silver.



No. 45. Price \$6.50.

New this season and has already proven to be a great favorite. Corrugated pearl slab in either plain white or colors. Pearl crown also. Decorated with three gold bands which also holds pearl in place.



Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Prices \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge, Chapter, Shrine, Knight Templar and others.

DOLLAR PENS—We are making the best retail dollar pen on the market. Does not have the Lucky Curve nor does it carry the Parker warrant. It is simply the best pen to be had for the money.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. Fountain is fitted with gold pen of any elasticity and in fine, medium or stub point. Cut slightly out of proportion, as barrel is a little longer than shown.



NO. 20. Red. Price \$2.50.

We are now prepared to furnish Nos. 20, 23, 24 and 25 in Red barrels. Try one or two in your next order.



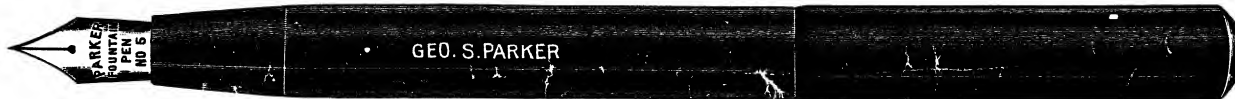
No. 23 1/2. Chased. Price \$3.00.

It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 24 1/2. Chased. Price \$4.00.

Same description given No. 20 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24; two sizes larger than No. 20.



No. 25. Price \$5.00. Screw Joint.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 28. Price \$7.00.

It is put out in response to a demand for "one of the largest pens you make." The barrel is not very much larger than No. 25 but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen.



No. 31. Price \$7.50.

No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave your name. The richness and refined elegance represented in this pen is apparent.



The Red Giant. Price \$10.00.

From an advertising stand point no dealer can really afford not to have one of these pens in stock and on exhibition as it always attracts a great deal of attention and what is more, it sells.

INK PENCILS—We sell large numbers of these in both red and black. We have them in two grades. One sells at \$7.20 per dozen, the other at \$12.00, wholesale.




SIDE TALKS

JULY

1959

WHY YOU SHOULD SELL PARKER FOUNTAIN PENS IN PREFERENCE TO OTHERS

 ONE principle every merchant will recognize and that is the indisputable fact that it is easier to lose trade than to get it. It is easier to stop a man from buying at your store than to get him to come in the first place. Realizing this, at what infinite pains should we be to keep a man coming—how extremely careful should we be to create in our place of business such an atmosphere as will make it pleasant for a customer to do business with you. It's the little things that accomplish this—the right sort of a greeting, a smile at the right time, an evident inclination on your part to serve your customers best interest. In short, feel friendly toward your customers—think friendly thoughts about them, and you will acquire an encouraging personality which will hold old trade and win new.

But, more important even than making a pleasing impression on a customer while he is in your store, is the necessity of preventing him from thinking unkind thoughts about you when they have left the store. This means that whatever you sell, has got to prove up to the merits assumed, for if every time an article you sell gives the expected pleasure or service, you gain greater confidence of the purchaser. Every time an article fails to live up to the merits assumed for it the purchaser's confidence in you is shaken. Your trade's confidence in you is your greatest asset. Better a thousand times that your store or my factory burn to the ground, than our customers' confidence in us be generally disturbed. The store or factory we might rebuild, but once we lose the confidence of our trade, it is practically unregainable—it is gone into the keeping of some other merchant.

Now, when you sell a fountain pen—any fountain pen—one merit most surely assumed for it by the purchaser. He assumes that it won't leak—no one would buy a pen under any other belief. You might not have told him so directly, but nevertheless, that is his assumption.

What's the purchaser's mental operation then, when it does leak. He associates you and your store with an unsatisfactory pen. Not only once does he do so, but as often as the pen irritates him. Unconsciously he sets up a resistance to going to your store again. You have innocently enough, perhaps, shaken his confidence in you. A chain of thought has been set up which may lead him to your competitor's store. There's more, you see in the sale of a fountain pen than in the mere selling of it. Every pen sale is a factor in the making or marring of your business reputation.

Now according to pen construction, you can only sell two kinds of fountain pens—those with straight feeds, and the Parker with the curved feed—the Lucky Curve.

Every other pen except the Parker has in common the weakness of the straight feed. And any straight feed, no matter how well made, must often fill the cap with ink when the pen is in the pocket—which will make anyone think unkind thoughts about the pen and about you,—set up a mind resistance against the purchaser again coming to your store.

But, the curved feed pen—the Parker—which is the only pen with a curved feed—the Lucky Curve—doesn't fill the cap with ink, as you know from all the literature you have had on the subject. The Parker will not create mind-resistance against you—the Parker will prove up to the merit assumed for it by the purchaser, and so, in safe-guarding your greatest business asset, the confidence of your trade, you should have a distinct, continuous selling preference for the pen with the curved feed over pens with straight feeds—for the Parker over all other fountain pens of every character, name and description.

Just think over this big, little fact for a while. Can you or any man afford to push an article which will set up resistance against coming to your store in the mind of the purchaser.

True, he would have the pen and you would have the profit, but, here's the big vital point—how many more and greater profits might you lose through his mind-resistance, and his influence on his friends. That's the point—Think it over carefully.

Geo. S. Parker

THE PARKER JACK KNIFE FOUNTAIN PEN

You bet it sells! It's one of the quickest moving pens I ever have put out. It has the novelty that attracts, and the usefulness that closes sales. Every dealer who orders, soon reorders.

This pen is designed as a safety pen—a pen a lady can carry in her hand-bag without fear of ink soiling the contents. This pen is used also by men who wish a short barreled pen and may be carried flat in the pocket or loose in the pant's pocket.

The nozzle of the pen is made a trifle wider than in the regular pen and with a flat facing. The cap is fitted with a secondary cap which has a thread on same and which turns easily inside the regular cap.

When through using the fountain, screw on the regular cap down to the shoulder, then if it is desired to use the pen as a safety, give the secondary cap a turn, so as to bring its end facing in direct contact with the flat facing on end of nozzle.

When cap is removed, hold pen point upward, so that any fluid that may be in secondary cap will be drawn off by the pen point.

Moisture will of course be in the little secondary cap, but it cannot escape into the other cap or around the nozzle so long as the foregoing is followed.

This makes the simplest, neatest and most practical safety pen on the market.

Learn to use your pen as it is intended to be used and you will be more than pleased with this little, stubby English looking Parker Lucky Curve Fountain.

Made in these sizes and styles. Large orders are coming in for these as they are proving to be very popular.

If desired, can be fitted with fancy mountings at special prices.



Parker "Jack Knife," Baby Size. Price \$2.50.



Parker "Jack Knife," No. 20. Price \$2.50.



Parker "Jack Knife," No. 23. Price \$3.00.



Parker "Jack Knife," No. 24. Price \$4.00.



Parker "Jack Knife," No. 25. Price \$5.00.

BIG ADVERTISING

Have you ever watched a great locomotive thundering its own tremendous bulk and weight
Or have you ever seen one of those gigantic ocean liners battle powerfully through head s
fury of wind and wave?

Both are inspiring sights—both must thrill you with a sense of resistless, overmastering pow
Either would be useless—the locomotive would rust on the tracks—the great ocean liner wo
and applying itself resistlessly on the driving rods.

In business—as I look at it—Advertising is the steam—the motive power which drives an ar
article. Advertising induces a direct purchasing activity on the part of the consumer, and when
activity or enterprise.

You can readily see how great is my belief in advertising—and, let me tell you I have reason
States.

And, if the past is a basis of judgment for what I will do this autumn, we will finish the year
ever before. It will consist of a whole battery of big guns, supported by a great force of rapid fire
ter where you live, no matter on how extensive or small a way you do business, you are in a way

This tremendous advertising campaign will create the driving energy, and then it will be u
engineers and helmsmen to bring an ocean liner grandly into port—it takes engineers, conductors
it will take harmony and co-operation on your part and mine to make the most profit from the

There will be a great many thousands of Parker Pen Company's money invested and I will be
business for the money in it, will also be "on the job."

Let's go shoulder to shoulder through this campaign, closer together, harder working than ever
Lucky Curve Parker.

BUT DON'T WAIT—GET *The* IMMEDIATE BUSINESS

There are chances every day to make Parker pen sales. If you are not making sales, nine chances out
of ten it is because you are not on the lookout for opportunities.

Not long ago I happened to wait for a train in a small town. I never had been in the town before, and
this time it was simply chance that brought me there. Somehow I couldn't dismiss the impression that I
knew someone that lived there, who I hadn't the least idea, though I repeated to myself the names of every
one I had ever known—"Some casual acquaintance" I finally concluded, but that didn't satisfy me. I had the
feeling that it was someone toward whom I had a distinctly, friendly feeling.

By this time I was walking on the main street. A sign caught my eye and my puzzle was solved. Many
and many a time had I seen that name in my own office—many a good fat order had come from that store,
so is it any wonder that I had friendly feeling toward the man, even though I had never seen him. When I
entered the store it proved to be what I had pictured it, and the man who turned out to be the proprietor was
as I had often imagined him.

Both place and man had an air of being pleased to see me.

"Hello, I'm glad to see you back again," the proprietor said, about as soon as he set eyes on me.

"Back again," I thought—and for a minute I wondered if I were Geo. S. Parker, who had never been in
town before, or someone else who had.

In the end however, we straightened things out. He knew me by sight through seeing my picture—I
knew him by correspondence with him.

The chief topic of conversation of course was Parker Fountain Pens.

Remembering his big filling-in orders, I asked him to tell me something about his methods.

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ING FOR FALL

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mountain high, holding true to her course, faithful to the hand of the man at the helm, baffling the wildest
e swamped in the trough of the sea were it not for the power—the steam—throbbing in the cylinders
to big sales, animates and actuates successful business building. Advertising awakens desire for an
s accomplished we have harnessed to our cause as tremendous a force as exists in any field of human
believe in it. The Parker Pen Company is listed as one of the big advertising successes of the United
the biggest record yet to our credit, for I will begin this autumn an advertising campaign bigger than
, and from the word "go" there will be one continuous bombardment without lull or let up. No mat-
tably to profit.
you to apply it to your own individual needs. I will create buyers—you must do the selling. It takes
train dispatchers to hurry an express train across the continent at 60 miles an hour—and just as surely
ng activity which the coming great advertising campaign will inaugurate.
the job", you bet. It's an opportunity for you to make big profit, and I expect that you, as a man in
efore. If you'll do that, I'm satisfied you will be fully satisfied that there's big money in selling the

AND MAKE YOUR PLANS to get the EARLY SCHOOL TRADE

"Well," he said, "the big point is to get talking to a man about the Parker. I sell people pens who hadn't any more idea of buying a pen when they come in than they have of buying horse-shoes. There are hundreds of ways to open the conversation—no man can get out or in my store without seeing my pen case—I make it a habit to have a filled Parker and a pad on nearly every show case. It's the most natural thing in the world for a person to pick up and scribble—and that gives me my chance."

I saw then, as this merchant went on talking, that he was the truest type of creative salesman. He didn't wait for opportunity to tap him on the shoulders. He MADE opportunity, and he sells pens every day.

YOU—any man—can do the same. It requires only that you mentally or actually square back your shoulders and say, "I will." Give yourself the command "GET BUSY." A little patience then and experimenting will yield to you the secret of success.

Vacation time is now in full tide. All who come in your store—carry in the background of their minds a picture of summer pleasures in store for them. Their friends are saying to them, "write us—be SURE and write us when you get there." Talk to them about their vacation—they will be glad to talk about it—and you'll find a way to suggest the vacation convenience of a Parker. This way you will connect up with a person's pleasant anticipatives; you will identify yourself with his thoughts of pleasure; you will make a Parker pen attractive for the duty of writing home.

And school time is on the horizon. Begin to make your plans early for a school campaign. I'll back you with some big advertising guns, but, in the meantime, think out some plans. Here is a receptive market for your Parker pens.

Above all things—get the "I will" thought—get it strong—get it into your clerks—plan, act and prosper.

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Students are Loyal to Their School and College Colors

"THE CAP WITH THE COLORED CROWN"

DESIGN PATENT APPLIED FOR



No. 20 $\frac{1}{2}$ Parker Pen \$2.50. With "CAP with COLORED Crown," 10c extra. Two Colors 25c extra.



No. 24 Parker Pen Self Filler \$4.00. With "CAP with COLORED Crown," 10c extra. Two Colors 25c extra.



No. 21 $\frac{1}{2}$ Parker Pen \$3.50. With "CAP with COLORED Crown," 10c extra. Two Colors 25c extra.

PARKER PENS are now made with an entirely new design. The most striking thing shown in fountain pen construction.

The "CAP WITH THE COLORED CROWN"



No. 46. Price \$10.00.

This dainty delicate pen is of course designed for the American Queen—the wife, daughter, sister or sweetheart of any American man. The cut suggests the delicacy and beauty of this superb piece of workmanship. Space on cap left blank for engraving owner's name.



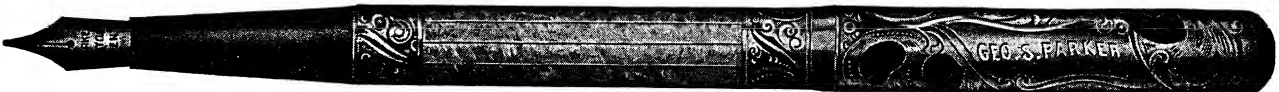
No. 47. Price \$10.00.

We can safely say no more beautiful pen of this kind was ever made. Gold bands on either end of barrel to hold the pearl slabs in place. Please note the enlarged pearl barrel, a new design. Cap covered with beautiful mountings 18k fine, floral design. Space on cap left blank for engraving owner's name.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is preserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate; will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34 Same design in sterling silver. Price \$4.50.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel. Also made in ladies' size. Taper Cap.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size pattern as the other, ladies' size, considerably smaller.



No. 9. Gold Mounted. Price \$4.00.

This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a medium birthday or holiday gift it is simply ideal.

BASE BALL

Here is an electro which is making a hit with every dealer who has made use of it. Have one

waiting for you and welcome, if you will use it in your local paper.




INK This cut shows our new wire rack for holding one dozen of the No. 2 ink. "Goods well displayed are half sold". This package is one of the most popular seller we ever put out. Each bottle fitted into a handsome screw top wood case colored and polished. Bottles fitted with Fountain Ink Filler so they are always ready.

Sells to every one at 25c per bottle.

Price to the trade, \$18.00 per gross or \$1.50 per dozen, including Wire Rack without charge, if requested.



IT'S ALL IN THE CURVE



Pitchers and Batters that are on to the curves are WINNERS

THIS LUCKY CURVE MAKES

Parker Pens Winners

The Lucky Curve is the vital part of the fountain pen—it's very heart. It is a patented feature of and is found only in the

Parker Fountain Pen

The Pen That Inks the Point

Pens to suit any hand. Prices to suit every purse.

For sale by first-class dealers throughout the world.

YOU may try one for ten days **FREE**

Call and we will show you why the Lucky Curve Parker Pen is superior to all others.

No. 20½ \$2.50 No. 14 \$5.00

This cut represents a new sign in colors which we will be glad to mail free of charge to any dealer who will give it space. It's a beauty and no mistake.

The use of the PARKER PEN suggested by the Girl at the Sea Shore, the Business Man, the Automobilist and Camper in the woods are the next best thing to a vacation.

If you want a copy all you have to do is to "whistle."



UNCLE SAM

THE FEATHER IN HIS CAP

Possibly you do not know that the reputation of the Parker Lucky Curve Fountain Pen is world-wide.

Possibly have never had your attention called to the fact that, whenever ink is used even in the remotest corners of the globe, there the Parker Lucky Curve Fountain Pen is used and preferred.

There is no corner of Asia, no district of Europe, no part of Africa, or any portion of the globe occupied by white men where pleased users of the Parker are not to be found. The Parker is the companion of the man beyond the outposts of civilization, of those who are traveling, or who are the pioneers of commerce in the jungles of Africa, or in the fastnesses of the Himalayas in Asia.

I have preserved my office correspondence from every section and political division of the civilized and uncivilized globe. Nothing more positively shows the scope and penetration of my advertising or demonstrates the dependability of the Parker Lucky Curve.

The world over, as well as in America, the Parker bears the palm of final perfection—it's a feather in the cap of Uncle Sam.